

“Croatian Designers’ Impact” at Milano Salone del Mobile

Exhibition by Croatian designers

Press Release
April 2011

“Croatian Designers' Impact” gathers Croatian product designers in the exhibition around the theme of the main event “**POSTI DI VISTA design sensibile**” in *Fabbrica del Vapore*, via Procaccini 4, via Luigi Nono 7 in the period of **12/17 April 2011**.

„The story of design in Croatia is built by designers themselves. True, the story is still at its beginning. However, all stories start with a few well chosen words: we are certain that sometime in the future, the plot's turning point will be traced to these very moments.“

Design senses

Contextual sensitivity can be expressed in various ways. In situation where business and politics struggle to survive the day and the public opinion shows permanent skepticism and anxiety for anything new and out of the ordinary, good design is powered exclusively by designer's personal determination, courage and vision. Does this mean that the designer should ignore all other voices but his own? On the contrary, a designer must embrace the needs and urges of the community and provide innovative, sustainable and non opportunistic solutions, often accepting all the risks and the effort that go with it. Although that has been a way of Design ever since, today it is self-evident that any relevant improvement comes from overcoming the limitations of the context.

In the absence of the Arbitrary, there is development!

Croatian designers are delighted to share their self-initiated design stories with the international design community. Their stories, however personal, develop in similar settings - in the world of low design sensibility and without supporting characters. Today, designers are striking back: our protagonists have stopped waiting for the never-coming Arbitrary (be it the user, producer or media). Designers are developing direct communication lines between themselves, and by sharing their knowledge they are weaving a network of creativity in search for the lost user. They are exploring sustainable techniques and materials as a potential driving force for entrepreneurship. In their self production efforts, they have returned to their natural ally - contemporary craftsmanship.

Emerging story

The local impact of the Croatian design story will be presented by designers themselves. They are inviting international design lovers to influence their story so it can grow even bigger. The exhibition is organized by Croatian Designers Society in the partnership with ReActor.

Croatian designers are also participating in the project of *Young Balkan Designers* (by Mikser festival) that is to be seen at **Salone Satellite 2011**.

EVENTS

Workshop: Guess design! Fabbrica del Vapore - Wednesday, April 13, 2011. 10,30-13,00

Coordinator: Boomerang

Everyone is welcome to join the fun, educational and interactive game of recognizing and analyzing design objects. Experience our pillows; dive in to the world of designers' playground!

Refresh yourself with exquisite Croatian finger food and beverages.



Workshop for the children: Try Boya!

(Red Dot Award)

Coordinator: Maja Mesic (designer)

Fabbrica del Vapore, Wednesday, April 13, 2011. 17,00-19,00

Try out innovative approach to drawing with ergonomically designed crayons *Boya*. Get inspired by the surrounding products and express yourself!

Press enquiries and photo request:

NARATIV, Design management & Public Relations, Zagreb - Croatia

E. press@narativ.hr, T. + 385 91 4848 800, www.narativ.hr

Information for editors and journalists

Designers and works - exhibition "Croatian Designers' Impact":

Atmosfera (Davor i Bernarda Silov): **Boomerang** (modular system)

Roberta Bratovic, Nina Bacun, Tomislav Mostecak: One is Many (multi-functional garment of clothing)

Svjetlana Despot: Puof **Art Wave** (DATA, Croatia)

Chair **Art Hula Hula** (DATA, Croatia)

Filip Gordon Frank: Lamp **Mini Me**, self-production

Table **T.T.M.**, self-production

ForUse/Numen (Christoph Katzler, Sven Jonke, Nikola Radeljkovic):

Table **Kt (Knot)**, self-production (ReAktor, Croatia)

Shelf **FKY**, (Element, Croatia)

GRUPA (Filip Despot, Tihana Gotovusa, Ivana Pavic): self-production

Lamp **Model** (Reaktor, Croatia), Pillow **Pilot** (Reaktor, Croatia)

Clothes stand **Figura** (Modus, Croatia)

Ksenija Jurinec: Pendant light **Kumuli**, self-production

Ljiljana Kolundžić: Tray **Hotflat**

Pouf **Symbiosis & Mitosis**

Neven Kovacic: Shelf **CUT-OUT**, (Inkea, Croatia)

Maja Mesic: Crayons **Boya**

Simon Morasi Pipercic: Table **Compound**, self-production

Antonio Šunjerga: Hanger **Cactus**, self-production

Curator: Koraljka Vlajo

Project coordinator: Ksenija Jurinec

Organization: HDD - Croatian Designers Association

The Croatian Designers Association is a non-government, non-profit, voluntary professional association founded at first as Society of Designers of Croatia in 1983. Its mission is to promote the common professional and social interests of their members and the systematic creation of conditions to improve the professional practice in design. HDD organizes exhibitions, lectures and encourages professional valorization of design works. HDD is an active member of the international professional bodies: ICOGRADA, International Society of Graphic Design (www.icograda.org) and ICSI (www.icsid.org), International Society of Industrial Design. www.dizajn.hr

Partnership with: ReActor

ReActor is a free-flowing collective for exchange of ideas resulting in design projects. It is a non-profit organization created by successful design individuals frustrated with the state of economy, ecology and creative initiatives in their country of origin, Croatia. The initiative takes place in a country with no design orientated producers, no government policy concerning design, no established product design scene and no progressive design audience. In these circumstances, designers are faced with utmost lack of purpose which gives them freedom to execute self-initiated projects designing products and services outside conventional market rules.

Link:

<http://www.facebook.com/event.php?eid=108730475837543#!/pages/REAKTOR/115269508508966?v=info>

www.croatiandesigners.com